November 4, 1992

Mr. Andrew Schwartz
Philip Morris USA
120 Park Avenue
New York, NY 10017

Dear Andrew:

This letter will serve to confirm our discussion regarding conducting a pricing sweep in conjunction with the Nashville and Indianapolis test markets.

Prices will be collected in 100 stores in each market (that are not part of our audit sample). Information collected will include pre and post coupon, before tax prices for packs and cartons of Marlboro Kings and the lowest priced Black & White Generic in the store.

The week of November 16 is currently the only wave scheduled for the pricing sweep. The cost to conduct this check is $1,300.00 per market.

Please call if you have any questions.

Sincerely,

Jack T. Owens
Account Executive

JTO/blr

cc: Tim Nelson

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Source: https://www.industrydocuments.ucsf.edu/docs/zqdn0004